AMENDMENTS TO THE CLAIMS:

The listing of claims will replace all prior versions, and listings of claims in the application:

LISTING OF THE CLAIMS

1. (Currently Amended) A display device comprising:

a plurality of emitting pixels;

at least one switching electronic corresponding to each said pixel for selectively activating or deactivating each said pixel;

at least one additional component for interconnecting said pixels and said switching electronics; and

at least two ambient light reducing members each integrally embedded into at least one of a) said pixels, b) said switching electronics and c) said at least one additional component[;] with one of said at least two ambient light reducing members forming part of circuitry of said switching electronics, said ambient light reducing members being disposed in a plane that is visible to a viewer and selected from materials and thicknesses such that reduced ambient light reflections in said plane are substantially uniform.

2. (Original) The display device according to claim 1 wherein said emitting pixels are bottom emitting.

3. (Original) The display device according to claim 1 wherein said emitting pixels are top emitting.

4. (Currently Amended) The display device according to claim 1 wherein said at least one additional component is a set of bus lines for delivering electrical current to said pixels and said switching ~~electronic~~ electronics.

5. (Original) The display device according to claim 1 wherein said emitting pixels are comprised of an OLED stack and wherein at least one of said ambient light reducing

members is integrated with said OLED stack.

6. – 7. (Cancelled)

8. (Currently Amended) The display device according to claim [[7]] 1 wherein each said switching electronic includes at least one transistor and said one ambient light reducing member is a storage capacitor for said at least one transistor.

9. (Currently Amended) The display device according to claim 1 wherein each said ambient light reducing member is an optical interference member.

10. (Currently Amended) The display device according to claim 9 wherein each said optical interference member includes a semi-absorbing layer for reflecting a portion of incident ambient light, a substantially transparent layer for phase shifting another portion of ambient light and a reflective layer for reflecting said phase shifted ambient light such that said two reflected portions of light are out-of-phase and thereby destructively interfere.

11. (Currently Amended) A display device comprising:

a plurality of emitting pixels;

at least one switching electronic corresponding to each pixel for selectively activating or deactivating said pixel;

at least one additional component for interconnecting said pixels and said switching electronics; and,

an ambient light reducing member integrally embedded into said switching ~~electronic~~ electronics to form part of ~~an~~ electronic circuitry of said switching ~~electronic~~ electronics, said ambient light reducing member being disposed in a plane that is visible to a viewer and selected from materials and thicknesses to reduce ambient light reflections.

12. (Currently Amended) The display device according to claim 11 wherein each said switching electronic ~~switching component includes~~ comprises at least one transistor and said ambient light reducing member is a storage capacitor for said at least one transistor.

Claims 13 to 18 (Cancelled)

19. (New) The display device according to claim 11 wherein said ambient light reducing member is an optical interference member.

20. (New) The display device according to claim 11 wherein said optical interference member includes a semi-absorbing layer for reflecting a portion of incident ambient light, a substantially transparent layer for phase shifting another portion of ambient light and a reflective layer for reflecting said phase shifted ambient light such that said two reflected portions of light are out-of-phase and thereby destructively interfere.

21. (New) The display device according to claim 11 wherein said emitting pixels are bottom emitting.

22. (New) The display device according to claim 11 wherein said emitting pixels are top emitting.

23. (New) The display device according to claim 11 wherein said at least one additional component is a set of bus lines for delivering electrical current to said pixels and said switching electronics.